

New Head Office Tops Off Our 60th Year!

● In 1920, the year Famous Players Limited was founded, the company was known as Famous Players Canadian Corporation and occupied a small suite of rooms in the Temple Building on the corner of Bay and Richmond Streets in

Toronto. "We had half a floor back then," recalls retired Famous employee Tom Callendar, "number 901 on the door."

On November 17, 1980, the dust settled on the company's explosive 60-year growth with the opening of

a new 7-storey head office building. Famous Players is now proudly under its own roof for the first time in company history.

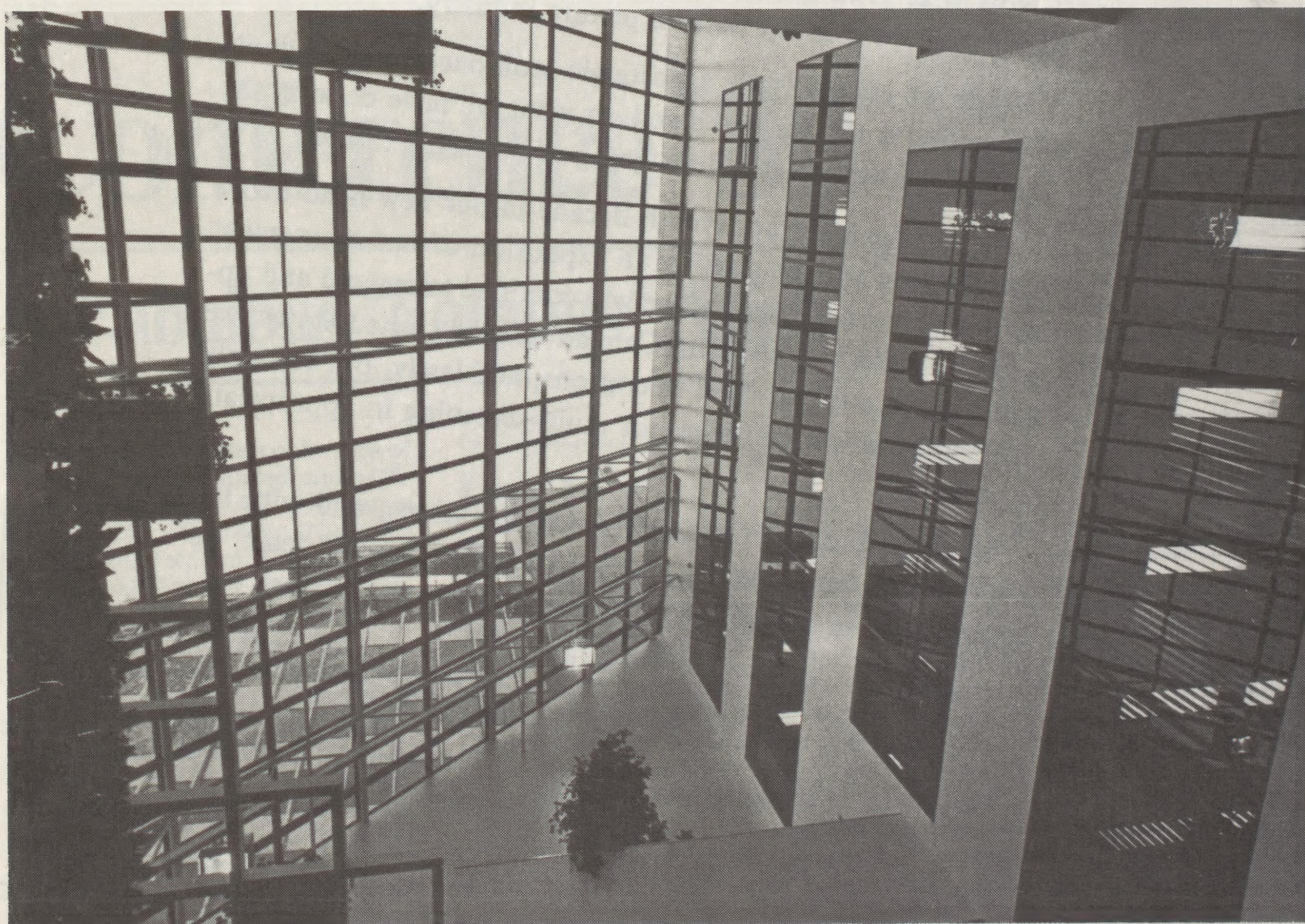
*continued,
see "Birth of a Building" page 13*

Famous News



**Premiere Issue
January 1981**

Published bimonthly
in the interest of
Famous Players employees
and associates
from coast to coast.



The magnificent central core of Famous Players new head office/cinema complex - a towering glass atrium. A work of art from every angle, it provides a sunny sanctum for theatregoers and office staff.

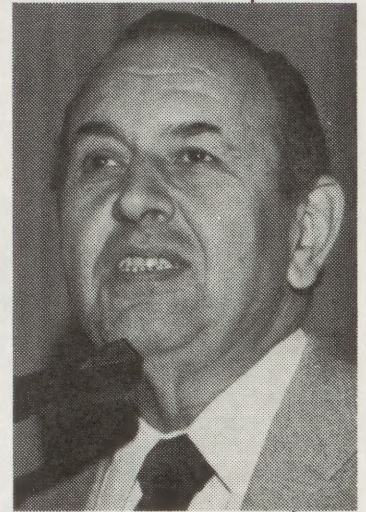
**For Grand opening
photostory see page 14**

FAMOUS PLAYERS LIMITED

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OFFICE OF
THE PRESIDENT

January, 1981



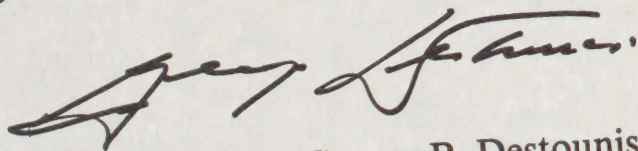
Fellow Employees,

Now that 1980 has come to an end, so too has our 60th anniversary year in the motion picture industry.

While we may all take a nostalgic look backwards, I don't believe this is the time to dwell on what we have done in the past but, rather, what we are going to do in the future.

We are starting our seventh decade in our new head office premises; we will be starting an expansion of our amusement centres across the country; we will continue to expand and update our Imax complexes in Canada and the United States; we will expand our fast-food operations; and lastly, but certainly not least, we will continue our multi-screening in appropriate locations.

With these diversifications in our operations, and with the support and co-operation of all of you from coast to coast, we hope to see an even brighter future for Famous Players.



George P. Destounis.



Conference '80

A Fabulous 'Famous' Affair

● The second biennial conference of Famous Players Limited and affiliated companies, (United Theatres Inc.; 20th Century Theatres; Theatre Confections Ltd.; General Sound and Famous Players Film Corporation) was held in Montreal, September 22-25, 1980.

420 circuit personnel and guests, from Victoria to Newfoundland, headed by President George P. Destounis, gathered in Le Chateau Champlain Hotel for meetings and discussions regarding issues important to all branches of our business.

While the delegates were attending meetings, their spouses and guests were regaled with tours of Montreal and the beautiful vacationland in the Laurentian Mountains.

Day 1

The opening event on Monday evening, September 22, was the TCL reception in the ballroom. Guests were welcomed by Gerry Dillon, Doug Armstrong and Mario Fortin, and invited to enjoy their favorite drinks at the open bar and savor the delicious hot and cold hors-d'oeuvres at the buffet table.

Paul Cappelli and his strolling musicians entertained the guests with request numbers. Tom Auburn, Montreal's foremost magician and illusionist, weaved through the crowd doing card tricks, rope tricks, coin tricks — everything his

16 pockets could hold. The wheel-of-fortune and several pin-ball games, set up in various locations, attracted many players.

There were two draws for Canadian Bonds, (\$500 each) won by Georges Pepin, Manager of Cinema Place Ville Marie, Montreal and Winona Sheppard, Fiesta Cinema, Nanaimo, B.C.

Dancing continued right up until the music ended at midnight.

Day 2

The Conference opened the following day in the Odeon Cinema adjacent to Le Chateau Champlain Hotel. Don Drisdell, Executive Vice-president of United Theatres, welcomed the assembly in both English and French, then introduced William Murray, Senior Vice-president of Famous Players, who addressed and chaired the meeting and introduced George P. Destounis who delivered an informal speech.

Brandt McCool, Vice-president of Famous Players Entertainment Attractions Group then delivered an inspiring speech on "Motivation and Attitude."

Samuel V. Freeman, President of the newly-formed Famous Players Film Corporation was next on the podium. He outlined present and future plans for the new production company and the projects under development and in production.

Jack Bernstein, Vice-president and Director of Programming, followed and the booking session got under way until lunch.

The highlight of the luncheon was the presentation by Gary Hite of Coca Cola Ltd., of a splendid wood carving commemorating the 60th Anniversary of Famous Players Limited to our President George Destounis.

Later in the afternoon, John Sperdakos, Vice-president, Advertising and Publicity for United Theatres, introduced Don Watts, Director of Advertising and Publicity for Famous Players, and the Advertising/Promotion presentation got off to a lively start.

To open the presentation, Don introduced Norman "Bud" Barker, his predecessor, who retired in August after serving 46 years in the department.

Don "teed-off" on marketing and promotion procedures with a



Winona Sheppard, Fiesta Cinema, Nanaimo, B.C. picks up a \$500 bond from Doug Armstrong, General Manager, TCL.



Tom Auburn (Magician) and John Spurdakos.



Guests from France! Simon Benchimol, Mrs. Benchimol, George Destounis and Joseph Siritzky.



John Spurdakos presents Bill Murray with wooden statue — a gift from employees.



Jack Bernstein, Senior V.P. and Director of Programming.



A happy James Morris, Sackville Dr-In, Nova Scotia, accepts \$500 from Don Drisdell, Executive V.P. of United Theatres.



Applause were loud and frequent as Jim and Janice Travis illustrate.

Conference '80

A Fabulous "Famous" Affair

continued from page 1

slide presentation which introduced a new 'showmanship' incentive program for theatre managers. His associates, Ross Chapman and Doug Pinder wound up the session with brief discussions on newspaper and media advertising respectively.

Planned for delegates and guests that evening was the "Soiree Quebecoise" in the Chalet atop Mount Royal, the impressive mountain in the centre of the city. All were treated to an evening of fun, pleasure, surprises and excitement with the Nat Raider orchestra, who set the mood with Habitant music, movie themes and a great variety show. The Buffet dinner was a gourmet's delight with Quebecois food, a hanging leg of roast beef, vegetables, red and white wine, and a long dessert table filled with fresh fruit, French pastries, cheese, pies, chocolates, mints and pudding a l'érable.

Flags from all the provinces were draped along the wall and two attractive ice sculptures of Famous Players' maple leaf logo and United Theatres' drummer man, rounded out the decor.

Serge Belair, popular French radio announcer, acted as the bilingual M.C., setting the pace with comic patter. He then introduced a folkloric group — Les Sortileges (16 Quebecois dancers) — who performed a medley of folk dances, jigs and reels.

The next performer was Monsieur Pointu, world-renowned Quebec fiddler. Dressed in solid white from Derby hat to shoes, he had the crowd beating time and tapping toes and applauding loudly after each number.

The piece de resistance of the evening was the exuberant French entertainer, Daniele Dorice who captivated the audience with her bilingual song stylings and audience participation. Her sparkling showmanship captivated the crowd and sustained the mood of conviviality which lingered on through the dancing until the midnight hour. One word describes the entire evening... "FANTASTIC!"

Day 3

Wednesday, September 24, was devoted to workshop sessions dealing with all phases of theatre operation.

The workshops were divided into three groups: Purchasing, Maintenance and Audit, chaired by Russ Moffatt and Joe Whyte; Theatre Operations and Confections chaired by Gerry Dillon and Doug Armstrong and General Sound chaired by Fraser Neal.

Subjects discussed and demonstrated in the workshops included Bill Cardinell showing a variety of slides of new construction; William Murray reviewing new projects across the country; Svend Pedersen demonstrating the Eagle Energy Conservation unit and Joe Whyte and Russ Dudley speaking on the new mini computer.

Harry Green, Director of Personnel, and Robert West had personal consultations with delegates about employee benefits in the Etude Champlain Room. Many people responded and kept Harry and Bob busy throughout the afternoon.

Wednesday night was left free with many delegates touring the downtown area while others went to French restaurants in Old Montreal. Many opted for the dinner show at the Caf' Conc' room in Le Chateau Champlain where they enjoyed a Las Vegas-type variety show with the famous Can Can girls.



Les Sortileges - Quebecois Folkloric Dance Group.



Ivan LaRocque & Wife Andrée at Chalet



George P. Destounis receiving wooden carving from Gary Hite, Senior Vice-president of Coca Cola Ltd. (Canada)

Day 4

On Thursday, all delegates gathered in the ballroom for the general session to hear department heads speak out and answer questions. J. A. "Bud" Vickers talked about insurance; Larry Pilon discussed legal matters; Don Dickerson, manager of the Capitol Theatre, North Bay, Ontario, outlined his successful campaigns with senior citizen groups; John Bacopulos spoke about present and future real estate developments and Ray Mercurio outlined the corporate history of the company.

After coffee break, a lively and informative wrap up and question period was chaired by George P. Destounis. With him on the dais



Keith Brennenstuhl presents flowers to dynamic Daniele Dorice - the life of the party!

Conference '80

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were William Murray, Jack Bernstein, Don Drisdell, Gerry Dillon, Doug Gow, Ray Mercurio, Larry Pilon, John Bacopulos, Fraser Neal, Russ Moffatt and Alan Bell.

Delegates and guests had the afternoon at leisure to prepare for the gala dinner/dance and 'Bon Voyage' party which started at 6:30 p.m. with a reception in the Viger Salon.



George and Kay Destounis



And good company at mealtimes!

Paul Cappelli and his musicians ambled from table to table playing request songs and continued with delightful soft music throughout the dinner.

During the dinner, several draws were made by host Don Drisdell for Canada Savings Bonds. Winners of \$500 bonds were: Jim Travis, Head Office, Toronto; James Morris, Sackville Drive-in, N.S.; and Jack Cottingham, Paramount Theatre, Peterborough, Ontario.

The \$100 bonds were won by Robert Lipson, Mall Cinema, Longon; Mike Brugel, TCL, Toronto; Sandy Sherriff, TCL, Calgary; Mary Purnell, Red Deer Cinema, Red Deer, Alberta; Esam Mokhtar, Cinema Chateau, Montreal; June Risom, Capitol Theatre, N. Battleford, Sask.; Don Vance, Golden West Theatre, Moose Jaw, Sask.; Robert Davidson, Capitol Theatre, Sudbury; Murray Sherriff, TCL, Calgary and William Richardson, Balcom Chittick Theatre, Halifax. There was also a special draw for a portable Toshiba color TV set won by Elva Robbins, Capitol Theatre, Sarnia, Ontario.

Following this, Personnel Director Harry Green welcomed new members to the 25 Year Club and presented them with their cer-

tificate, pin and a savings bond. In making these presentations, Mr. Green paid special tribute to a number of employees with 40 and 50 years of faithful service to Famous Players.

Conference co-chairman John Spurdakos then presented gifts to George Destounis and William Murray from all employees, as a token of their esteem and on the occasion of Famous Players' 60th anniversary. Both Mr. Destounis and Mr. Murray received hand-carved wooden statues. Their wives, Kay Destounis and Doris Murray, were presented with exquisite Limoges china.

Following these presentations, Larry Pilon expressed the thanks of all the delegates and guests to co-chairmen Don Drisdell and John Spurdakos and their convention committee for their warm hospitality, well-organized program, and their fantastic efforts in making the convention a smashing success and the best company conference to date.

In closing Don Drisdell thanked the delegates and guests for their enthusiastic participation in the events of the week. "Bon Voyage," he said, "we'll see you all in Toronto in 1982."

letters

Letter writing! Some say it's a lost art — but not at FAMOUS NEWS. Let's hear from you on any subject of interest to the rest of your Famous family. For our next issue, we'd love to hear and publish your views on this magazine. Address letters for this section to "Letters", Famous News.

Dear Editor,

I would like to express my thanks to the Capitol Theatre, London, for allowing me a real learning experience.

It is good to have a part-time job* when you are young because through the job, (especially your first) you learn from the mistakes you inevitably make.

My mistake after getting my job as usher at the Capitol, was to want to buy everything in sight. Naturally, I often found myself with no money shortly after pay day.

My job at the Capitol has taught me the art of budgeting money, in other words, allowing myself so much money for each day, spending it wisely and staying away from credit cards.

Apart from the job itself, "good sense" also makes money.

Yours truly,
Shannon Burk,
Capitol Theatre, London, Ontario.

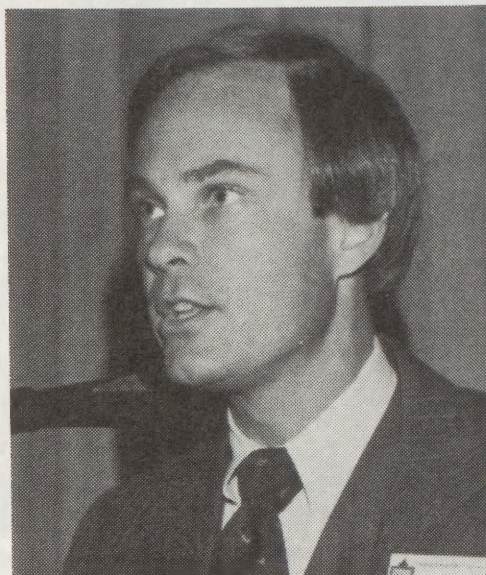
**Shannon has been a part-time usher at the Capitol since March, 1979 - editor*

Look at Famous Players. What a company! Look what's been accomplished in sixty years. Look at the growth, the development, the potential, and the future. You're all a part of one of the most dynamic companies in Canada. Its future is only as good as you make it. A former theatre usher is president of Famous today. That speaks opportunities for all of you.

That's Entertainment

● In the fall of 1980, George P. Destounis announced the formation of Famous Players Entertainment Attractions Group to oversee the operation of our two family entertainment centres — Pyramid Place in Niagara Falls and Gatlinburg Place in Tennessee. (see stories below)

Mr. P. Brandt McCool heads up the newly-established division as Vice-president and General Manager. A native of Lexington, Kentucky, Brandt comes to Famous with an impressive track record in marketing covering several U.S. cities. After completing a business degree at the University of Kentucky, Brandt joined the Sales Divi-



Brandt McCool, head of new Famous Players Entertainment Attractions Group.

sion of Marriott Hotels and worked in New Orleans, St. Louis and Chicago. He then moved into the Theme Park Division at Marriott as Director of Marketing. Following this, he became a partner in the consulting firm of "Quinn, Brein and McCool" in San Francisco — specialists in the theme park industry.

Just prior to joining Famous, Brandt acted as our consultant in this field for over two years. Those of you who attended Conference '80 in Montreal will remember him as keynote speaker at the opening session. Brandt and his staff are located at our new Head Office in Toronto. ●



"Wolfman" and "Beach Bear" greet young visitors in Kid's Place, Pyramid Place's exciting participatory playground featuring over a dozen exciting play experiences for children age 4 through 13.

Pyramid Place

One of Niagara's Major Attractions

● Pyramid Place is the newest and most complete family entertainment complex in Niagara Falls, Ontario. It is also the first family entertainment project of Famous Players Ltd., marking our first move into the amusement industry. Pyramid Place is a completely self-contained multi-million dollar family entertainment centre, featuring exciting attractions, games, specialty shops and restaurants. The complex opened in 1979 and is located in the centre of Niagara Falls, adjacent to the Skylon Tower and a 5-minute walk from the Canadian Horseshoe Falls.

The premier attraction at Pyramid Place is the spectacular IMAX Theatre, a unique 90-foot high pyramid-shaped structure featuring breathtaking motion picture experiences in 70 mm film

Pyramid Place:

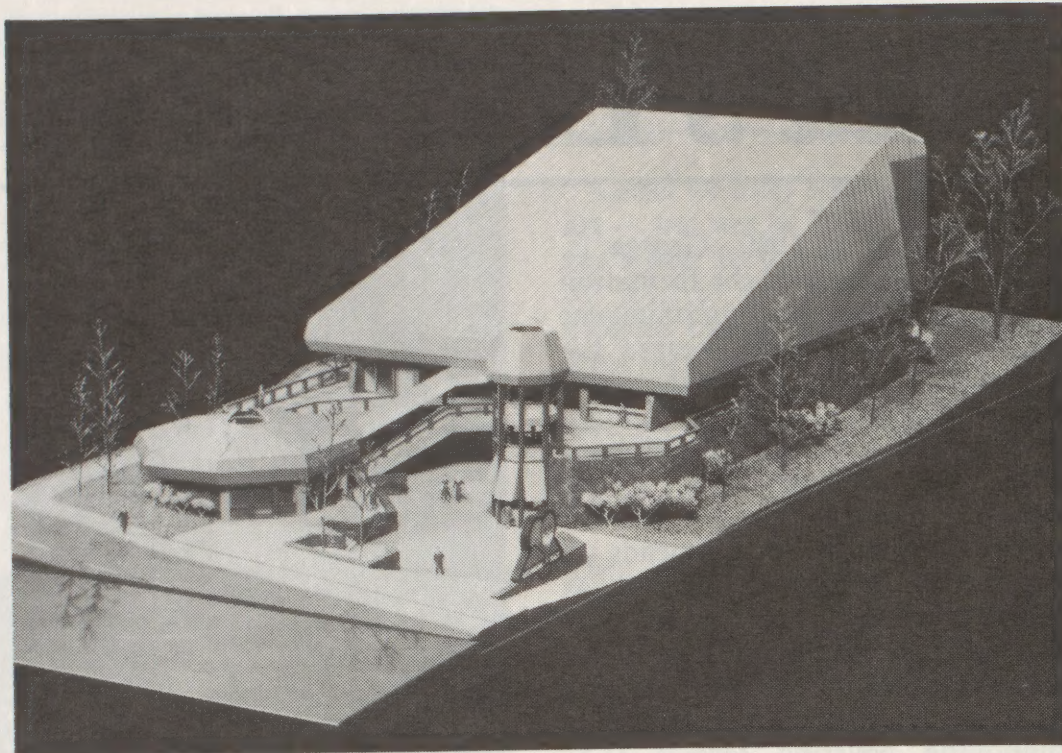
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presented on Canada's largest indoor motion picture screen. The Canadian-invented IMAX projection system uses the world's most advanced film projection and sound technology. IMAX projects a crystal clear image on the huge movie screen, six stories tall and 85-feet wide. The IMAX movie innovation gives viewers the sensation of actually being "inside" the picture. The first two seasons featured the award-winning 27-minute film "To Fly", a breathtaking cinema adventure tracing man's conquest of flight, which premiered at the Smithsonian Institute's Air & Space Museum in 1976. The 1981 season will feature another thrilling IMAX film sensation.

Pyramid Place features several other exciting family attractions in a 2-storey entertainment centre — a remodelled factory building (formerly the Niagara Wire Weaving Company). The "Good Times Jamboree", a comical toe-tapping, hand-clapping musical performance stars five delightful animated characters who perform musical selections from the "Fabulous Fifties". "The Great White Water Niagara Picture Show", another family style show, takes a breathtaking and comical look at the beauty and folklore of Niagara Falls in a spectacular multi-media presentation.

Kid's Place, the newest addition to Pyramid Place, is an imaginative playground, featuring more than a dozen play experiences for children aged 4 through 13. Kid's Place was designed by Eric McMillan, a Toronto designer who pioneered many of the concepts of child play for "Children's Village" at Ontario Place in 1972. Since then, McMillan has designed several other play areas at major recreation complexes throughout North America.

In addition to great family attractions, Pyramid Place features an exciting games area, including video arcades, games of skill, electronic boats and an electronic shooting gallery. Specialty shops, restaurants and strolling entertainers complete the complex. ●



A model of Gatlinburg Place, a \$10 million family entertainment centre which opened this summer.

Gatlinburg Place

Opens Amidst Smokies

● Gatlinburg Place, a \$10 million family entertainment centre, opened in June, 1980 in the resort community of Gatlinburg, Tennessee. The Great Smoky Mountains' newest family entertainment showcase is Famous Players' second family entertainment project. Gatlinburg Place is a joint venture of Famous Players Ltd. and the Le Conte Corporation, a Tennessee-based development consortium.

Gatlinburg Place features exciting attractions, restaurants and specialty shops. The feature attractions are the IMAX Entertainment Centre, the "Backwoods Bear Jamboree", and "Pop Goes America", a lively musical production. Gatlinburg Place is open year-round, weekends in the winter and daily in spring, summer and fall.

The IMAX Entertainment Centre includes a spectacular cinema experience on one of the world's largest movie screens, 7 stories high and 94 feet wide. Coupled with a

6-track stereophonic sound system, the projection format provides nearly 700 viewers with a breathtaking experience and the sensation of being "in" the action. The Feature Film presentation is "To Fly", a thrilling 27-minute cinema experience tracing the history of man's most spectacular accomplishments in flight.

The "Backwoods Bear Jamboree", a foot-stomping country music hoedown, stars a zany cast of five animated bears that sing and entertain to hand-clapping mountain music.

"Pop Goes America" thrills audiences with a high energy musical stage production featuring highlights of American music ranging from country to pop to patriotic tunes. The youthful Gatlinburg Place Singers and a live band perform from an elevated stage in the IMAX Entertainment Centre.

Gatlinburg Place also features outstanding dining facilities, specialty shopping and challenging amusement games. The Gatlinburg Place Washboard Band entertains guests with selections of country and bluegrass tunes.

Architecturally, Gatlinburg Place reflects the rustic setting characteristic of Southern Appalachia. The IMAX Entertainment Centre is covered by a striking copper roof and finished in native stone and wood. ●

famous 'players'

FAMOUS NEWS wants to hear about all company-related sports activity. Starting with this issue, "Famous Players" becomes our regular sports column.

Send in your scores, stories and snaps so that all will be up-to-date on athletics at Famous.



Mary Iacobelli, Larry Pilon's secretary, coming in for a landing in game against CFTR Radio.

Baseball

by Michelina Trigiani

• Last spring, Dave Bambrough of Accounting and Tom Noitsis of Real Estate began "tossing around" an idea for a head office baseball league.

Hoping for 18 people, (a good number for competitive play) Dave and Tom's efforts attracted over 34 enthusiastic Famous "players". Limiting outside competitive play to a few special event games, the great response resulted in the formation of two house teams: "The Bold Ones", captained by Dave and Tom's "The Nighthawks".

The league's momentum was maintained generally by moral support from head office and specifically by pitcher Doug Lowes from TCL, hardworking shortstop Ed Lew of the Print Shop and by Martha Ferency of E.D.P. — not only did she have an "uncanny

knack for singles," says Dave, but she generated interest by creating and distributing weekly flyers of games.

According to Tom, the most rewarding aspect of the league was "the family it created — getting people together who work together to have fun together."

To top off the season, the first annual baseball picnic for players and guests was held in September at Elly Weinhold's (Personnel) farm in Claremont, Ont. The major activity? Playing baseball, of course! •

Volleyball

• This past summer, a group of "very" spirited Famous Players employees from the Vancouver area entered a team to compete in the Courier/Labatt's '80 Sea Festival Beach Volleyball Tournament. From all reports, the team did quite well and looks forward to more competitive play in next year's Sea Festival competition.

The team members appear below.



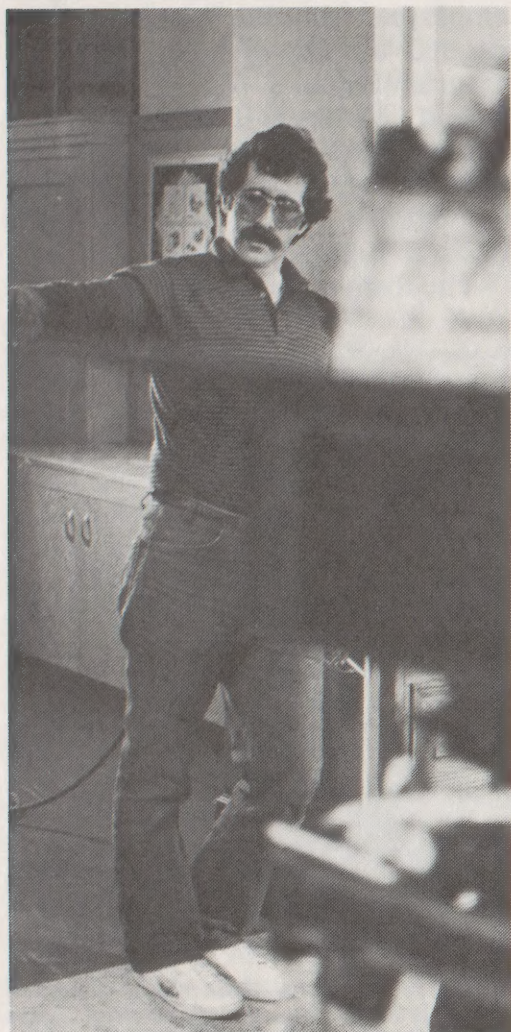
Top Row: Edo Boersma, Manager, Richmond Square, Steve Marks, Ass't Mgr., Richmond Square, Brent Calvert, Advertising Manager, Gordon Imlach, Mgr., Lougheed Mall, Lynn McHale, Advertising Assistant, Doug Smith, Mgr., Stanley, John Pedersen, Ass't Mgr., Downtown. Bottom Row: Raylene Clarkson, Ass't Mgr., Capitol 6, Steve Roxborough, Ass't Mgr., Stanley, Cindy Pitt, Western Office. Not Shown: Patty Plewes, Ass't Mgr., Lougheed Mall.

nostalgia



Just thought you'd all like a little retrospective look at hockey. Apparently, the above shot of TCL's Toronto team dates back to 1951! Some of these strapping young men are still with us. Can you identify them?

Who's Making Movies?... We are!



FPFC President Sam Freeman finds a quiet corner on the set.

● In August, President George Des-tounis announced the formation of Famous Players Film Corporation, a new company designed to develop, finance and produce Canadian feature films.

Samuel V. Freeman, formerly the Deputy Director and General Counsel of the Canadian Film Development Corporation, is President of the new corporation and his involvement marks his return to the Famous family after his much-lauded stint with the federal film-governing office. Before he accepted his CFDC post, Freeman acted as legal counsel for Famous Players Limited.

"This is a special homecoming for me," says Freeman of his challenging new role. "I count my early days at Famous as the happiest of my career and I'm delighted to be back."

Continued on page 12



*Make-up artist Sandy Cooper applies finishing touches on Twyla-Dawn Vokins, *Touch The Wind's* heroine.*



Left to right, the film's cinematographer; Paul Van der Linden, focus puller; Brent Spencer and director Christopher Chapman.

"Touch The Wind"

● FPFC's first feature film, **Touch The Wind**, is the story of a 13-year-old girl, Kelly Taylor, who uses her slight perceptual handicap as an excuse for outrageous behavior. Her mother threatens her delinquent daughter with a maximum security school if she doesn't smarten up, but Kelly rebels even further by running away to Alaska where her estranged father is a maverick bush pilot.

Dave Taylor hasn't seen his daughter in eight years and is both chagrined and delighted by her arrival. And Kelly soon learns that there is no time for tantrums in the wilderness.

Touch The Wind stars Robert Logan of Wilderness Family fame as Kelly's father; George Clutesi of Night Wing and Walksfor Woman as his Indian sidekick; Doug Lennox of The Last Chase as a mean-spirited poacher; and Vancouver actress Twyla-Dawn Vokins as Kelly. Stage siren Elaine Nalee portrays Kelly's emotionally-harassed mother.

Director Christopher Chapman, his stars and the film crew flew to Alberta in late August and established a home base in Canmore, a scenic ski area near Banff. Shooting started in September in outback locations reachable from that area, and principal photography concluded on October 19. FPFC's Sam Freeman and Bob Meneray were on location with the production from the beginning. George Anthony flew in from Hollywood for the start of shooting, returned to Toronto to complete his commitment to the Toronto Sun and then rejoined the company for the last three weeks of shooting.

Anthony describes the film as a "happy mix of Kramer vs. Kramer and The Perils of Pauline." Not one foot of stock footage has been used in a script that calls for one-on-one encounters with wild wolves, pet raccoons, irascible hawks and live grizzly bears. Animal actors arrived by jet from California to perform their roles, and one of the movie's major scene-stealers, an 1,100-pound bear with a passion for marshmallows, was imported from Washington.

"We were extremely lucky to have Robert Logan doing the screenplay," says Meneray, "because nobody knows more about wilderness movies than he does. The ones he's made so far have grossed more than \$100 million, and he was just as excited as we were to have Chris Chapman directing because he knows Chapman is one of the few directors who knows how to capture the real feeling of the wilderness on screen."

"Above all," adds Sam Freeman with a happy smile, "Touch The Wind is an entertainment. We think it's going to be very, very good. But we'll let you judge for yourselves when it opens across the country later this year."

Look for news from FPFC under "PRODUCTION NOTES" in future issues of Famous News.



Top: Twyla getting to know "Winter, (a 6-month old baby wolf) in a scene from the movie.

Middle: Robert Logan, who plays Twyla's father, searches for his kidnapped daughter.

Bottom: Brother Robin and Tag-along, one of the monk's many animal friends.

famous 'people'

V.P.'s Secretary Recent Grad

by Michelina Trigiani

• Irene Kadak, an 18-year employee of Famous Players, "fooled around" with correspondence courses for four years before plunging full-force into academic life in 1973.

At York University's Glendon College in Toronto, she studied nights and summers for 7 years finally achieving a B.A. in English this past September.

Irene started with Famous Players in 1962 in the Construction Department then moved into Real Estate and is currently Bill Murray's (Senior V.P. — FPL) secretary — a job she's held for the past 15 years. She has two grown sons whom she claims were "mildly surprised" that she finished her degree.



Irene Kadak in graduation garb.

Since completing her studies, Irene enthusiastically maintains that "everything in life has been made much better." She continues to pursue the collegiate night-life at Glendon where, of all things, she's now tackling Latin. "All of these studies," she says, "just simply blow my mind, and nothing I take fails to fascinate me!"

Congratulations from all at Famous. ●

More About Famous People...

• We extend our deepest sympathy to Mr. Georges Pepin, Manager, Place Ville-Marie, Montreal, on the recent loss of his dear wife, Juliette.

All at Head Office, Toronto, were saddened to learn of the untimely death of Stuart Muir, husband of Aleda Muir, secretary to Don Watts, Advertising. We extend our deepest condolences to the entire Muir family.

Barry Browne, Manager of the Elgin Theatre in Toronto, was recently hospitalized but is now back managing the University in that city. All in the Toronto area are glad to see Barry back at work so soon.

Wishing Debbie Cooper, candy girl at the Empire Theatre, Sudbury, a speedy recovery. Debbie entered

hospital on Dec. 19 to correct a blood disorder in her leg and is expected back at work sometime in January.

Congratulations are in order for George Clarke, Manager of the City Centre Cinemas in Sudbury and his wife Ingrid who celebrated their 19th wedding anniversary on Dec. 29/80.

Patti McCarthy of Head Office Accounts Payable tied the knot with long-time beau, Sam Vaisica, this past Dec. 20. The couple jetted to Edmonton combining a honeymoon trip with a visit to Patti's sister.

After "going together" for five years, Patti hopes marriage will make life "a little better" for her and new husband, Sam. Congratulations from all at H.O.! ●

Who's Making Movies?

Continued from page 10

Young, energetic and seemingly tireless, Freeman wasted no time assembling his team. He lured Canada's most widely-quoted film critic, George Anthony of the Toronto Sun, away from his nine-year post as Entertainment Editor and appointed him Vice-president: Creative of FPFC and persuaded film and TV veteran Robert Meneray to act as the new corporation's full-time Executive Consultant. Anthony now oversees all creative aspects of FPFC, from script development through to marketing, and Meneray keeps a constant vigil on all facets of production, from budget scrutiny to on-location trouble-shooting.

All three had their work cut out for them, too, because Freeman launched FPFC's first feature film **Touch the Wind**, almost immediately. Freeman wooed and won Oscar-winning director Christopher Chapman, (who created the now legendary A Place To Stand for the Ontario Pavilion at Expo '67) to bring Robert Logan's intriguing screenplay to life, and production manager Francis Rosati assembled a splendid team of off-camera artists, among them art director Charles Dunlop, (The Changeling) and cinematographer Paul van der Linden, (Lies My Father Told Me) and the race was on.

"It really was a race, too," admits Freeman. "We had to shoot this movie in the wilderness, because that setting is an integral part of the story. But that meant battling the weather, coping with constantly changing light factors, moving a small army of people from place to place every day, and —" he grins, "— doing a lot of praying that it wouldn't snow before we finished shooting the summer scenes!" ●

Your guests (or customers) depend on you to do one very important thing ... **entertain!** When guests are entertained, they're happy and when they're happy, they're most easily entertained.

Birth of a Building...

by Michelina Trigiani



146 Bloor West, New Famous Headquarters.

Continued from page 1

The new building at 146 Bloor West carries a \$10 million price tag and is the realization of a project over two years on the drawing board. 51,957 square feet of office space and four new commercial cinemas with a combined seating capacity of 1,071 are housed in the building.

These new theatres, The Cumberland Four, now give Famous Players a total of 13 screens in Toronto's exclusive Bay-Bloor area known as Canada's "Fifth Avenue" and recognized for its exquisite shops, prestigious office space and luxurious residential properties.

The new site of our Head Office housed the original Holt-Renfrew Department Store built in 1950. Our Real Estate Department purchased the property in June, 1979 and started work on its massive renovation.

The building was stripped down to its shell, reinforced with steel, equipped with all-new mechanical and electrical systems and squared-up to seven stories from the previous five. The theatres were built on a vacant portion of land fronting on Cumberland Street, (just north of the building) and joined to the existing structure. A new roof-top mechanical system pro-

*Continued on page 16,
See "Built to our specifications."*

...and the anatomy of a move

by Michelina Trigiani

● Moving ever get you down? Hours of packing, thousands of tiny details, days of feeling lost in a maze of boxes hiding those physical necessities we hold so dear? And then, at the end of a seemingly endless battle of loading and unloading, only more disorganization to greet you?

Count your blessings! The recent Head Office move took almost four months of intense planning and

coordination by Florence Van Heek and John Galli of the Purchasing Department.

The task?

Moving 180 bodies and five and a half floors of furniture and equipment down, over and up to a building next door.

The tools?

Fifteen hundred cartons, reams of tape, hundreds of coloured labels, an array of maps, 200 4-wheeled

dollies, 35 movers, 5 walkie-talkied coordinators, scores of our own trouble-shooters and even three policemen!

The time?

Would you believe it was all done on a weekend in less than 22 hours? At \$625 an hour, you'd better believe it was!

Any problems?

Continued on page 17

Preparations for the Big Event ...



Two stuffed dolls belonging to a "theatre audience" which sits atop a platform in the lobby area wait nonchalantly as workers prepare them for positioning.



Caterer and his staff preparing strategy.



Head Office custodian Pat O'Sullivan spruces up theatre lobby area.

Open House at 146 Bloor West

• On December 18, 1980, Famous Players hosted a gala reception to mark the grand opening of its new head office and cinema complex.

Over 400 guests visited our four new cinemas and toured the new office building with ushers from Toronto theatres acting as guides.

As the following pictures illustrate, food, fun and music characterized this important evening as Famous proudly welcomed guests into its new home. •



Gerry Gollaher, proud new manager of the Cumberland Four Cinemas.



Greg Brachen (left) and Rob Davidson from the Uptown Theatre escort guests through the fourth floor offices.



Strolling musicians entertain guests while life-size Charlie Chaplin in flowers (a gift to George Destounis from Jean Coutu of Lamiel Automatic Machines, Montreal) looks on.

Six levels of food, and drink and merriment for guests...



Birth of a Building

continued from page 13

vides separate heating and air-conditioning between the office areas and the theatres thereby minimizing operating costs and maximizing use of space. New exterior finishes of conventional masonry and stone replaced the "dated" glass and stainless steel "curtain wall" of the old 50's storefront.

From the outside, the long, narrow office building appears deceptively lifeless due to the absence of any east-west windows. But at its core, ablaze with sunlight and burgeoning with greenery, an impressive glass atrium forms the nucleus of the structure by joining the cinema complex to the office portion by enclosing the theatre lobby area.

This sunny central court creates a contained tropical environment and a feeling of spaciousness not apparent from the outside. It also reflects the important environmental considerations that went into the design. Its sloping glass wall traps sunlight which heats up the air space reducing the amount of energy needed.

"The unique feature of the new building," says its architect Mandel Sprachman, "is that it is an actual representation of a company in the business of exhibiting motion pictures." His design allows moviegoers to see all levels of the office building from the atrium and vice-versa, the office workers get to look down its well and "touch" the audience. One of the floors, in fact, actually bleeds out into the atrium and sits atop the theatres. The result is a strong corporate statement: "We are Famous Players and we show movies — just take a look!"

The main advantage of the new office portion is that it has allowed the reorganization of our head office, by floors, into those departments which most closely function together. The fourth floor, for example, groups together Finance, Payroll, E.D.P., Audit and Accounting. Theatre Programming, Film Settlements and Advertising are all housed on the fifth. Appropriately topping the building on the seventh floor are our executive offices. This physical revamping of head office has resulted in a better-functioning administrative machine.

Some of the exciting features of

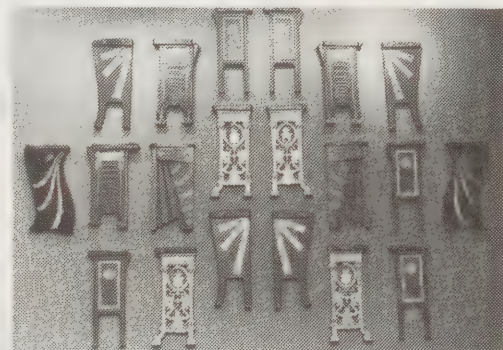
Built to our specifications, new home packed with features



Our roof-top garden of staghorn sumachs. To the left, executive secretary Vicki Vecchiarelli.



A dizzying view down the well of the atrium.



Reception artwork - end standards dating back to 1900.



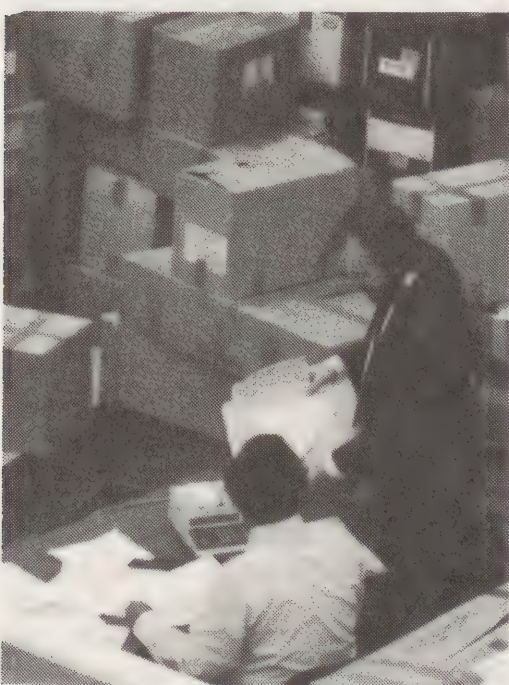
Head office employee Dale Stark demonstrates special filing system.



Famous V.P. Larry Pilon does business from a seventh floor office looking out to the atrium.



The Executive boardroom - folding wall, dividing table.



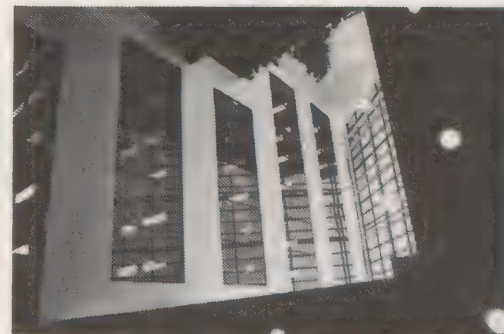
Jim Goodwin (standing) and Basil Henry of Accounting are dwarfed by moving boxes.

The Anatomy of a Move...

Continued from page 13

Not really ... just a few tipsy travellers on Bloor Street wanting to be helpful. Oh, and there was that accident Friday night. You know the one ... a car ended up on the sidewalk. All the Rawlinson Moving man could say was, "Oh gosh, they're gonna hold us up!" Lucky the policemen were there. Oh, there was also a slight problem with the air conditioner from the computer room ... wouldn't fit into the elevator or something ... think they managed to dismantle it though.

But overall, it was fine. Actually, the movers even congratulated us on how smoothly everything went. It was a real team effort. ●



The atrium by night.

"Birth", continued from page 16

our new head office include conference rooms and reception areas on each floor; a special space-saving system of filing on the fourth floor which creates a moving wall of cabinets; specially-treated bronze-coloured windows which reduce the cooling load in the summer and a private 35-seat screening room completely equipped for 70 mm and Dolby stereo sound on the concourse level.

Crowning the new building, our executive floor is a show in itself. A bird's-eye view reveals a roof-top, glass-enclosed courtyard featuring a garden of staghorn sumach trees. Resembling the antlers of their namesake — the Staghorn deer — these sumachs imbue the garden with color producing greenish hues in the summer and scarlet tones in the fall. When planted with spring and summer flowers, the courtyard will be resplendent with color throughout the year.

On a more functional note, this floor features a boardroom which can be divided in two by means of a folding wall. The boardroom table also splits apart allowing for two simultaneous meetings. A 16-seat executive screening room features special tilt-back swivel chairs and is also equipped to handle 70 mm and Dolby sound.

Decorating the main reception area on the ground floor is a colorful, collage-like display of end standards of theatre chairs. Dating back to 1900, the antique standards recall an era when considerable effort and thought went into their design. Representing different themes, these whimsical end standards reflect the decor of the old theatres.

Mandel Sprachman, who collected the standards and designed the display, relates it once again to the whole philosophy behind the new building — "What's Famous all about anyway?" he asks, "if not putting people in seats!" ●



60 Years of

The following is part of a speech delivered by Ray Mercurio, Vice-president and Treasurer of Famous Players, on the final day of the 1980 conference in Montreal. The theme of the speech remains true to that of the entire conference — namely the 60 years of operation of our company...

In 1920, a dream to build a large chain of theatres across Canada comes true.

• The story begins in 1916 when N. L. Nathanson, a native Minnesotan, first purchased the Majestic Theatre on Adelaide Street in Toronto. Over the next few years, Nathanson and a group of associates continued to purchase theatres for their company, Regent Theatres Limited. In 1920, in a desire to build a large chain of theatres across Canada, they sought the financing and a franchise for feature films from Famous Players-Lasky Corporation of New York. Thus it was that Famous Players Canadian Corporation, the former name of Famous Players Limited, was formed with Adolph Zukor of Famous Players-Lasky assuming the position of President, Nathanson remaining as Managing Director and J. P. Bickell assuming the position of Vice-president.

By the end of the first year, the company was operating 20 theatres with a total seating capacity of 19,840. Net profits were \$112,000. Total assets amounted to \$13.8 million.



Very early in 1916, N.L. Nathanson and his associates purchased a rundown theatre, the Majestic, situated on Adelaide Street near Bay in Toronto, and turned it from an old-fashioned, sometime lurid melodrama house, into that city's first deluxe movie theatre. Renamed the Regent Theatre, it opened on August 26, 1916, to wide critical acclaim and became the flagship of Famous Players circuit in 1920.

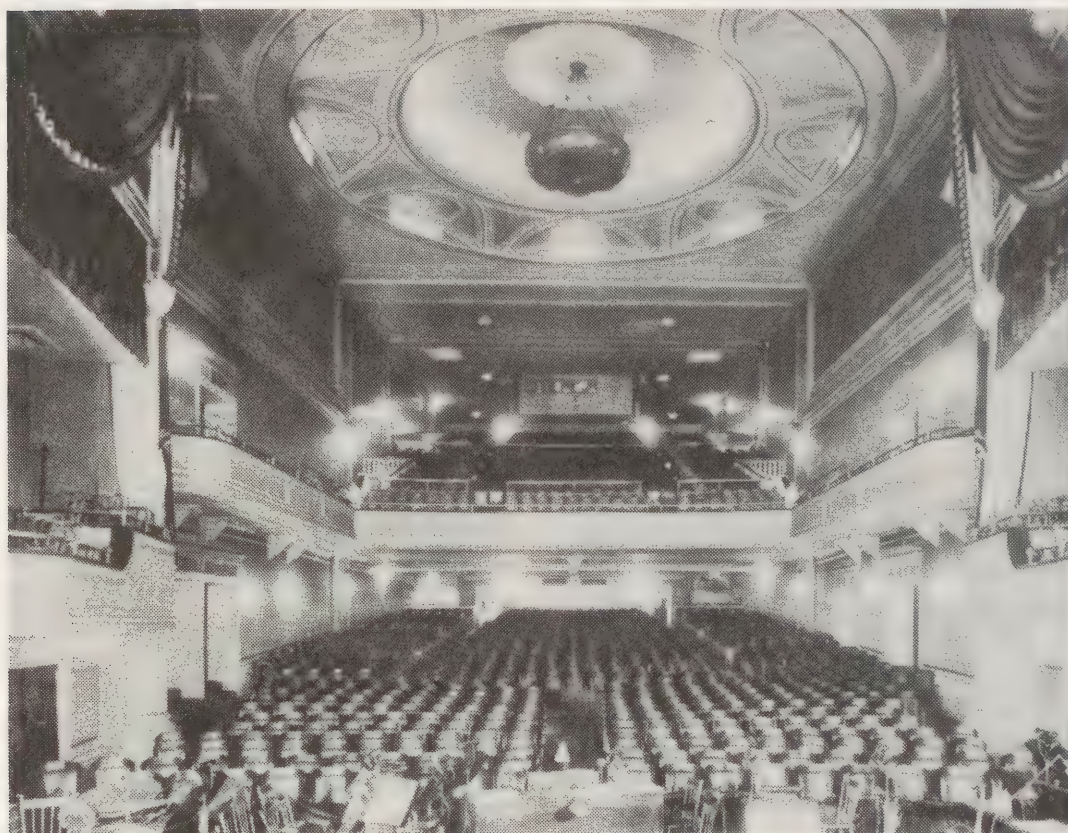
In 1927, the beginning of the end for silent movies.

In 1926, Famous Players formed General Theatre Supply Company to supply projection units to its theatres. Soon it had to expand its operations to include the installation of equipment of a different type. In 1927 came the technical innovation that was to have a more profound effect on the movie industry than any other. It was the beginning of the end for silent movies.

Famous installed the first sound equipment in a Canadian theatre in the Palace, Montreal in 1929. Installation of similar equipment was carried out as rapidly as possible in the remaining theatres which had grown to 97 by 1930 with a total seating capacity of 110,000. Famous had 11 per cent of the total number of theatres in Canada. Total assets had almost doubled since 1920 to become \$27.5 million, while net profits for the year reached the sum of \$1.8 million.

Adolf Zukor and J. P. Bickell were still President and Vice-president, but Arthur Cohen had taken over as Managing Director

Famous History



The Regent was advertised as, "Toronto's finest picture playhouse — the first of its kind in Canada." Other grand theatres had shown films before 1916 but usually did so as part of a combined vaudeville and movie presentation. Many people in those days still considered "movies" an inferior form of theatre. The luxurious Regent was one of the first theatres designed exclusively for classy, dignified film presentation and as such, it contributed greatly to a grudging but growing public respect for movies.

and Thomas Bragg had assumed the position of Secretary-treasurer.

George Destounis is hired as an usher at the Regent in Montreal.

Toward the end of the decade in 1938, a young man named George Destounis was hired as an usher at the Regent Theatre in Montreal, one of the theatres of the United Amusement Corporation, an associated company of Famous Players. Also beginning his employment with that company at that time was Bill Murray.

During these difficult times, many people did not have a lot of money to spend on entertainment, so in 1940, despite the growth of the company to 149 theatres, net profits were down to \$1 million. Total assets had fallen to \$15.9 million. Admissions that year were \$8.1

million. The average admission price was 27 cents. However, even through these rough times, Famous Players did not sustain a loss year.

The chief executives in 1940 included Nathanson as President and Managing Director and J. J. Fitzgibbons as Vice-president, while Thomas Bragg was still Secretary-treasurer.

Construction of new theatres was curtailed during the war years, but recommenced immediately afterwards.

Theatre Confections Limited, a new subsidiary, is formed in 1946.

In 1946, a wholly-owned subsidiary, Theatre Confections Limited, was formed. Famous also acquired its first drive-ins during this period. That same year, Gerry Dillon started working as a door-

man after school at the Imperial Theatre in Ottawa — an associated theatre of Famous Players.

Of the 231 million people who went to the movies in Canada in 1950, 35 per cent or 80 million of them went to Famous Players theatres. The admission price at this time averaged only 35 cents per person. The net profits were \$3.5 million. Total assets in 1950 were \$29.6 million. The number of theatres operated by the company had risen to 224, 12 of which were drive-ins, still an 11 per cent share of the Canadian market.

At this time, J. J. Fitzgibbons had become President and Managing Director and the position of Vice-president and Treasurer was held by R. W. Bolstad. N. G. Barrow held the position of Secretary.

Movie attendance reaches an industry peak in 1952

Movie attendance continued to rise, reaching an industry peak of 261.5 million in 1952 — a peak which was soon to decline with the coming of television.

Expansion was no longer the policy. Instead, Famous Players began disposing of marginal and unprofitable operations, while still attempting to purchase some potentially profitable theatres and locations. At the same time, the company began to acquire interest in both conventional broadcasting and cable television networks.

By 1960, the number of indoor theatres stood at 154. The number of drive-ins had increased to 16. Famous had 21 per cent of the total indoor seating capacity. Admissions for that year were \$16.1 million. Attendance was 24.4 million persons. Net profits were \$1.9 million. Total assets were up to \$32.2 million. An average movie ticket cost 66 cents.

The chief executive positions were occupied by the same men in 1960 as in 1950 except for that of Treasurer, which was now held by Angus MacCunn.

Famous Players began installing equipment in theatres for the show-

60 Years of Famous History

ing of 70mm films and introduced golden age cards in 1962, but attendance and admissions continued to drop. The company sought, and eventually received permission to show movies on Sundays. Trying to bring in money from other areas, Famous increased its interest in real estate.

Finally, in 1963, the admissions began to show an upswing. The drastic decline that began in 1953 had halted at last. Famous Players disposed of a few unprofitable operations but this process appeared to be levelling off as well.

Theatres hit big time in shopping malls

With the opening, in 1962, of the popular Place Ville Marie Cinemas in downtown Montreal's underground shopping concourse and construction two years later of the equally successful dual cinemas in the Yorkdale Shopping Plaza in Toronto, the trend towards multiple cinemas in shopping malls became firmly established as a company policy.

Net profits increased steadily for the next several years and the company began building a number of new theatres, many of them now in shopping centres.

In 1966, the Uptown Theatre in Toronto was divided into a then-record five cinemas. That same year, Famous purchased the remaining shares of United Amusement Corporation in Quebec which brought George Destounis and Bill Murray to Toronto. Earlier that year, the company acquired United Century Theatres Limited — a move that would eventually bring Jack Bernstein to the Toronto office.

As the Seventies began, Famous had 195 indoor theatres or 17 per cent of the Canadian total, and 28 drive-ins. The average admission price was \$1.57. Admission receipts totalled \$42.5 million for 1970; about 33 per cent of the Canadian total. The attendance was 24.7

million persons and net profits were \$4.3 million. Total assets amounted to \$65.7 million.

George Destounis had assumed the position of President and the company had five vice-presidents, each in charge of a different area of operations. In addition to Bill Murray, there was C. S. Doidge: Vice-president and Treasurer, Peter Mandel: Vice-president and Legal Counsel, E. D. Struthers: Vice-president of Realty Development, and E. E. Fitzgibbons: Vice-president of Communications Development. Larry Pilon held the post of Secretary. Gerry Dillon had assumed the position of Vice-president and General Manager of Theatre Confections.

It was during this period that real emphasis was to be placed on the multiplexing of larger houses and the construction of auditoriums in shopping centres.

Famous Players Limited is formed in 1971.

Famous Players' involvement with television ended in 1971 when Famous Players Canadian Corporation became Canadian Cable-systems and took over all of its communications interests. Famous Players Limited was formed to take over all of the theatre operations.

The Seventies brought the beginning of operations in Europe with the acquisition of the Paramount Opera Theatre in Paris and a 50 per cent interest in the Parafrance theatre chain — the third largest chain in France.

Single auditorium theatres became increasingly rare as duals, triples, four, five and even sixplexes proliferated. Toronto's Imperial Theatre, renovated in 1972-73, became the first of the six-plexes.

Famous Players began to diversify into other areas of entertainment with such ventures as Pyramid Place in Niagara Falls, Gatlinburg Place in Tennessee, amusement arcades and fast-food outlets.

Making movies.

For the past decade, the company has invested close to \$9 million in support of the Canadian film industry. More recently, through the establishment of the Famous Players Film Corporation, the company has produced its first feature film - *Touch The Wind*.

As Famous enters its seventh decade, it does so with 157 consolidated theatres, (with 305 screens) and 19 drive-ins, (with 23 screens). Operations by associated companies include 30 indoor theatres, (with 53 screens) and 18 drive-ins, (with 26 screens).

Attendance for Famous in 1980 was 34.1 million persons, each of whom paid an average of \$3.15. Admission receipts were \$107.6 million. The company cleared \$14.1 million in net profits. The total assets are now \$154.3 million.

Famous has come a long way since 1920 as a chain of 20 theatres in Ontario. As all of us face the Eighties, we can look back on our corporate history with pride having never sustained a loss year in 60 years of operation and we can look forward with well-founded optimism to the challenges and successes that the future holds for us. ●

It is our responsibility to motivate, orient and activate our employees...A responsibility that Famous Players is committed to...When was the last time we took our employees to school?...Took a few moments to offer a suggestion or explain a policy? Was it the day they reported for work? Let's hope not. The people that work for us look up to us...Because we've instilled in them a sense of confidence. We need to build enthusiasm, we need to build loyalty...we need to build teamwork and we need to build pride!

George Destounis

Pioneer of the Year

● Famous Players President George P. Destounis was honoured as "Pioneer of the Year" at the Canadian Picture Pioneers Annual Awards Dinner and Dance held Nov. 24 at the Four Seasons Hotel, Toronto.

The Honourable John B. Aird, Lieutenant-Governor of Ontario and a former chairman of Famous Players Limited Executive Committee, presented the award to Mr. Destounis in recognition of his long and distinguished service to the Canadian film industry.

In presenting the award to him, the Lieutenant-Governor said, "of all the phrases used to describe George, I think the one that would matter most to him, and certainly matters most to me, is that he is described as a 'truly great Canadian', which he is."

Deeply moved by this very special recognition, Mr. Destounis thanked the over 500 people in attendance drawing particular attention to all his out-of-town friends and supporters. "Your presence adds to the evening," he said, "and I appreciate it."

He also added, with tongue in cheek, that the marvelous turnout must be due to the large staff at Famous Players.

He went on to praise the benevolent work of the Pioneers and to thank the men of the organization who, "dedicate themselves, their time, their energy and their out-of-pocket expenses" to its betterment.

The "Pioneer of the Year" award represents Mr. Destounis' most recent in a long list of honours. In 1972, he was appointed to Canada's Advisory Committee on Film. In 1973, he received a Humanitarian Award from the Canadian Council of Christians and Jews and in 1980, he was honoured as the first recipient of the Genie Award for Outstanding Contribution to the Canadian Film Industry.

continued on page 22



George Destounis is presented with 1980 award by John B. Aird - Lieutenant-Governor of Ontario.



Annual Dinner in Toronto - a perfect evening!

**George Destounis
Pioneer of the Year**

continued from page 21



Don Watts receiving ancillary award from Jack Bernstein.

Another Famous Players man, Don Watts, Director of Advertising, received an ancillary award for his long and devoted service to the organization. Jack Bernstein, V.P. and Director of Programming at FPL, presented the award to Don praising the tremendous work he has done for the Pioneers and stressing that there "isn't anything Don won't do in the aid of charity."

In accepting his award, Don noted that the "prime purpose of the CPP has always been to provide help and encouragement to those in our business who need it. Many deserving pioneers have received this award over the years for their dedication to this ideal and for their service to our industry and I am proud and honoured that you have considered me worthy of being numbered among them."

All of us at Famous are proud of this industry-wide recognition of George Destounis and Don Watts and of their dedicated, unselfish devotion to those in our business. ●

People are our most important product... When they stop visiting our theatres or theme parks, there's nothing left... We might as well go home.

General Sound's Cecil Johnston named Maritimes Pioneer President

by Lela Gee

● Cecil Johnston, District Manager for General Sound in St. John, N.B. was elected President of the Maritime Motion Picture Pioneers at their annual meeting held Oct. 26, 1980, in that city.

Cecil started in the business in 1946 with Dominion Sound Equipment as a service representative for the company in New Brunswick. In the following years, he became a salesman for Dominion Sound and in 1954, left Dominion to join General Theatre Equipment as District Manager for the Maritime Provinces — a position he retained until the amalgamation of General Theatre and Dominion Sound in 1958 when he became District Manager for the newly-formed General Sound Equipment.

Cecil joined the Pioneers in 1974 and for the past two years has been Vice-President for New Brunswick.

Cecil's wife, Doris, hails from Belleville, Ontario and has become an ardent Maritimer over the years. They have two children, Denise and Colin. Colin and his wife, Leslie, recently made Cecil and Doris proud grandparents with the birth of their daughter, Katie Marie.



Cecil Johnston

Cecil looks forward to promoting the Pioneers in the Maritimes and increasing membership in this industry-related group. All his friends in the Maritimes wish him well in his new office and hope to assist him in furthering the aims of the Pioneers. ●

Theatre Confections *continued from page 23*

operation. There are 10 arcades across Canada with four more opening up by the summer of 1981. The first arcade was opened in 1976.

TCL's radio-controlled boats are located in 16 family entertainment centres in Canada and the U.S. Three are in Canada — one in Quebec at Man and His World and in Ontario at Pyramid Place and Crystal Beach.

The boats are three feet long and are operated on a radio wavelength

from a platform above the pond by means of a steering wheel. The idea of the boats is to manipulate them around props and other boats in the water. The boats are incorporated into the theme of the parks and can range from daring jungle vessels to seaworld research boats.

The boats operation began in June, 1979, and represents another "diverting diversification" for the TCL group. ●

Theatre Confections

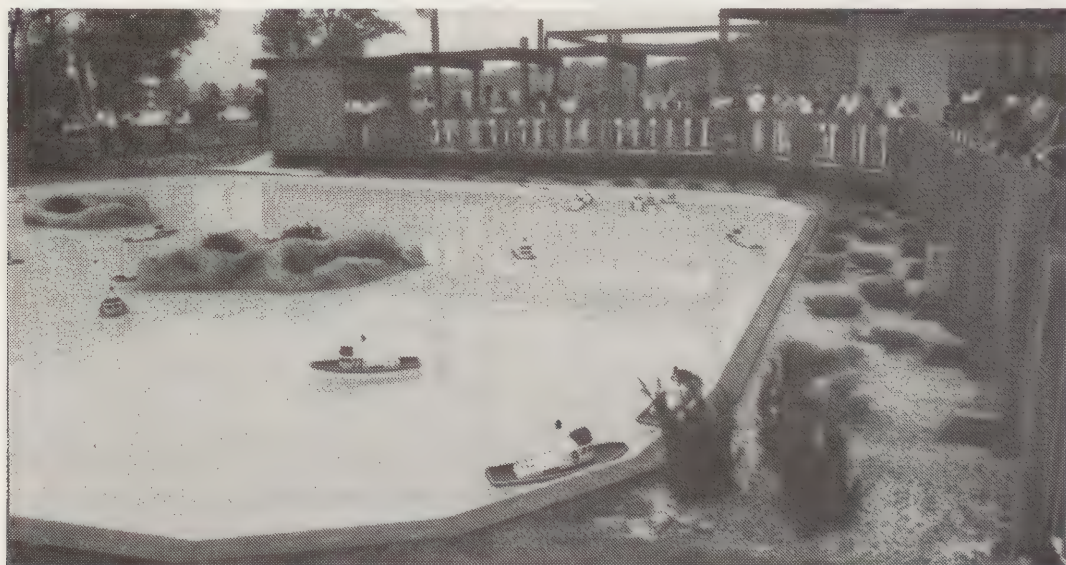
...in the 80's - Bon Bons, Burgers & Boats!



Above, TCL's first Burgerworks restaurant which opened in February, 1980 in Oshawa.

Funvilla (right) — one of TCL's games arcades — adjacent to the Burgerworks in Oshawa.

Radio-controlled "research" boats (below) located at Sea World in Aurora, Ohio.



● Theatre Confections Limited - the confectionery arm of Famous Players — has been hopping with activity!

In the area of fast food, a new chain of restaurants was established with the opening of our first "Burgerworks" in February, 1980 in the Oshawa Shopping Centre. Two other Burgerworks followed in October — in the Landsdowne Shopping Centre in Peterborough and in the South Common Mall in Mississauga. The most recent Burgerworks opened this month in Moncton, N.B. in the Highfield Square Mall.

The fast-food chain grew from TCL's involvement in the food services area. "We have the systems and the know-how," explains Ludwig Weiss, supervisor of the operation — "especially with our drive-ins which feature more elaborate menus than ordinary theatres. We simply took out the drive-in concept, refined it and put it in a proper package."

Burgerworks specializes in hamburgers and other fast foods but unlike other chains, presents a freshly-prepared product dressed to the individual's taste. The decor is sophisticated and modern. Burgerworks' motto is, "we work miracles with burgers" and those who have had a chance to try them agree that they're "terrific". Look for new Burgerworks opening up soon near you.

In the area of coin-operated machines, TCL has branched out into games arcades and radio-controlled boats.

The games arcades feature pinball machines and video games and most are located near theatres allowing managers to look after the arcade's

Continued on page 22

The Aquarium Theatre

Another leisure time project for Famous



Recreational facility housing the Aquarium Theatre in Seattle.

● In March, 1979, Famous Players Limited became involved in the operation of the Aquarium (Omni-rama) Theatre in Seattle, Washington expanding our company's growing list of leisure-time projects.

Set on the waterfront of Seattle's harbour in a city park, the theatre shares a recreational facility comprised of the Seattle Aquarium, a gift shop and a restaurant. Close-by and within walking distance can be found a fine array of seafood restaurants, public interest spots and an outdoor marketplace.

In the following article, Sherri DeLa Cruz, a writer for a Seattle area paper, describes the theatre and explains some of its technical aspects.

Step right up, folks, and see the show. It'll dazzle ya, it'll thrill you to the core. The name, Omnimax, reminds one of the carnivals we've had in school, but that is where any resemblance to amateur production stops. This is the only commercial theatre of its kind in the U.S., although there are three other theatres using the Omnimax process located in Science Centres.

Omni means all, everywhere, and that's exactly how one would describe the 3,600 square feet of domed screen that surrounds the au-

dience. There are 235 seats in the egg-shaped theatre, offering a 180° view from a variety of diverse but equally good seats.

The screen literally wraps around you creating a most realistic optical image. Beyond the 3-D, the fisheye lens (Leitz 180°) used in the Omnimax process produces an extraordinary depth and richness unlike any cinema to date.

The accompanying six-channel audio system produces equally exciting auditory sensations by emanating sounds from the direction of their source. Two speakers on either side, one above and below, along with two in the rear, create a dimension of sound as lifelike as the film itself.

Technically, the extraordinary clarity and magnification are due to several factors. First and most important is the special fisheye lens used in both the photography and projection. Secondly, the film size is three times larger than conventional 70mm film. The third factor is that the film is projected horizontally onto a curved screen, rather than the usual method of projecting vertically onto a much smaller flat screen. Coupled with the electronically interlocking sound track, this is a medium of the future. ●

managers' corner

Managers! We want to hear from you. Please address items for this column to the "Managers' Corner," FAMOUS NEWS.

Reminders

The following C.S.R. closing dates mark the end of the 2nd quarter and serve as a reminder to all theatre managers to complete your reports by the end of the specified periods:

Date of Report: —
February 5, (2 weeks)
February 19, (2 weeks)
March 5, (2 weeks)
March 26, (3 weeks)

The Famous Players staff film shown at Conference '80 is available, along with the necessary equipment, from your district manager. This film is an invaluable tool for training staff. Also available is the TCL training film, "Behind the Scenes". Contact your district manager for further information.

Our Managers Score Community Points

Don Maidment, Manager of the Plaza 400 in Prince George, B.C., was recently honoured by the provincial government for outstanding service in the tourism industry. Don received a "Good Show" pin along with a personal note from William Bennett, premier of British Columbia.

Leigh Sheppard and the staff of the Fiesta Twin Theatre in Nanaimo, B.C. recently hosted Newspaper Carrier Day sponsored by that city's Daily Free Press. About 125 of the newspaper's carriers turned out to see *Invasion of the Body Snatchers* and receive prizes of radios and sports equipment. The event merited a full-page spread in the paper and judging from the smiling, popcorn-coated faces, all had a super time!

continued on page 26

All Night Shows Big Business in Timmins

By David Dymond

In the following article, David Dymond, Manager of the Victory Theatre in Timmins, examines the programming, pricing, advertising, confection operations and general policies of a theatre taking on an all-night show program.

● Giant all-night shows, properly programmed and promoted can be an asset to any theatre's operation by creating extra revenue above regular theatre grosses. In Timmins, these all-night shows have become so popular that they are now an "event" not to be missed.

Programming

The cooperation of the Booking Department in providing suitable shows is important, and many times, our bookers, (Danny Moses and Charles Klassen) have gone out of their way to get films our patrons would enjoy.

First of all, I would suggest not showing restricted movies because they automatically cut the potential audience by at least 50 percent. We cater to a 14-18 year age group — a group at an awkward age for whom recreation and activities are limited. Therefore, restricted movies would spell death at the box office.

In our earlier all-night shows, we programmed action films only. Later, we tried comedy with great success and I have come to the conclusion that any genre can be used as long as the subject matter relates to our target audience. But serious dramas and "message" films should be avoided; it is best to keep the program on a lighter note.

Pricing

All seats are sold for your regular adult admission price. This includes children attending with their parents or adults.

Advertising

Advertising is one of the most important aspects of the giant all-night shows.



Manager David Dymond gets into the spirit of Horrorama.

In the theatre, our one-sheets are placed underneath a large banner which reads: GIANT ALL-NITE SHOW! SUNDAY AT MID-NIGHT. FOUR BIG HITS! This banner is made out of canvas and can be rolled up and used again and again. A local sign shop could do this for you. Make sure to use lots of bright colours — you are not just advertising an all-night show, you are advertising an "event". Post the banner and one-sheets in a prominent place in your lobby, six days prior to the show.

We flash the front of the theatre with 11 x 14 stills showing various scenes from the all-night program. Completely covering all the glass on the front doors, these stills create a lot of attention.

On two occasions, we used colorful flyers to get our message across. A deal was worked out with a local printer: we would give him a certain number of passes if he would print flyers at no cost. This could probably be done in your situation. The flyers were placed on the candy bar one week ahead of show time and,

approximately five days prior to show time, they were stapled on telephone and electrical poles so everyone on the street could see them. Before putting the flyers on the telephone poles, check with your city hall to see if this is legal in your area.

By far, television is the best advertising medium to use to promote all-night shows. I worked out an agreement with our local station, CFCL Television, to aid in our promotion. For fifty single service charge passes, the television station provides approximately thirty spots gratis in the three/four day period prior to the all-nighter. The television spots have been of great help. This type of agreement may not be possible in most markets. But it is worth a try and, if possible, I would give serious thought to purchasing a few spots during the evening just prior to the all-night show.

If this is not possible, I would then recommend purchasing some radio spots. A contest with the radio stations giving out passes as prizes could be effective. The disc jockey could ask the question, "What are the four shows playing at the Victory Theatre Giant All-Night Show?" The lucky person who phones in and names all the four shows correctly would receive a service charge pass to a regular show.

We advertise in the newspaper for three days prior to showtime. If the all-night was on a Sunday, for example, I would use the following lineage breakdown: Thursday — 200 lines, Friday — 300 lines, Saturday — 500 lines. It is important to leave enough space around the movie ads to have the newspaper set your copy in extremely bold type. Copy in very bold type creates a want-to-see attitude and a sense of excitement. Theatre policy such as price of tickets, what time the doors open, and what time tickets go on sale should be included in each ad.

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All Night shows

Continued from page 25

The key to successful advertising is to avoid starting too early. You want the advertising to reach a climax in the 48 hours immediately preceding the show. This is when potential customers will see the advertising in the paper, perhaps see the theatre front, and hear or see the spots on radio or television. This media blitz reminds them they must hurry or miss out on all the fun!

Confection Operations

The confection bar is a very important part of the all-night routine. Since patrons will be in your theatre a minimum of eight hours, they will usually make multiple purchases at your candy bar giving it a very high return per patron.

For those theatres that don't normally sell hot dogs during regular performances, I would suggest doing so because customers appreciate a food item during a longer-than-usual stay. In order to prevent waste, I limit our purchase to ten dozen hot dogs for 950 patrons. This can perhaps be increased; we usually sell out all our dogs in the first two to three hours.

General Notes

For the majority of all-night shows this year, we started selling all-night tickets at 10:00 p.m. on the night of the show. We found that these shows were getting so successful, that it was getting very hard to control the crowds. On the last all-night show of the 1980 season, we tried something different. We sold old-fashioned strip tickets for three days in advance and from 6:30 p.m. on the night of the performance. The use of the strip ticket eased our crowd control problem and made ticket-selling go much faster. Approximately 50 percent of the tickets were sold in advance of show time.

We try to have regular evening performances over by 11:00 p.m. prior to an all-night show, even if it means advertising earlier start times. This leaves a comfortable one-hour period for all-night patrons to enter the theatre and to purchase confection items.

Since the all-night shows are geared to youths, we play very loud

rock music throughout the evening instead of our regular intermission music.

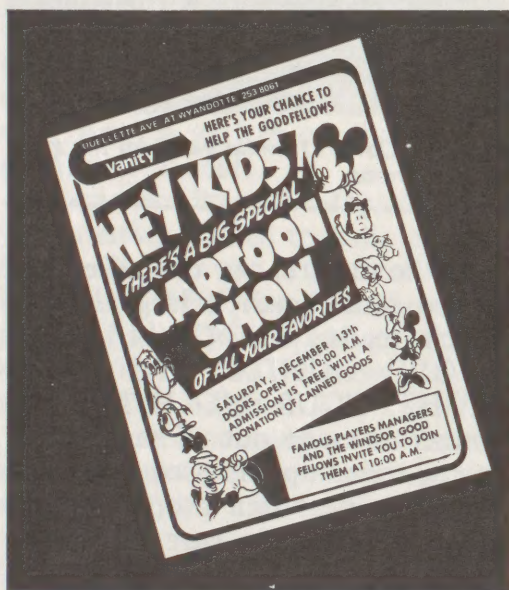
By the very nature of these programs, sometimes the audience will react to the movies by yelling out at the screen. This is part of the fun of the all-nites and should be ignored.

In talking with various managers around the circuit, their initial objections to all-night shows concerned damage inflicted on the theatre. We have found that, on the contrary, damage has been minimal — the worst being graffiti in the washrooms.

If the customers' behaviour is not challenged and they are allowed to enjoy these special programs, you will, (a) make good money at the box office, (b) make good money at the candy bar, and (c) have no vandalism or problems in your theatre.

Managers' Corner

Continued from page 24



This past December, Famous Players managers from Windsor, Ontario ran a full cartoon show at the Vanity Theatre as their community project to aid the Goodfellows Club in their effort to donate Christmas baskets to the less fortunate families of Windsor. The required admission fee was a can of food.

As a result of the managers' efforts, over 600 cans of food were donated to the club on behalf of Famous. In addition, radio station CKWW presented the group with their "I Care Award" in recognition of the managers' activities, achievements and contribution to the community.

coming attractions

We haven't forgotten the "25/40/50 Year" Club inductees. In our next issue, we spotlight the 1980 employees who received this recognition from Famous Players.

* * * *

Over the next three years, Famous Players plans to open 89 new screens across the country. In our next issue, we tell you a bit about current openings and re-openings.

* * * *

Mandel Sprachman, the architect of Famous' new head office/cinema complex says the Cumberland Four Cinemas are "sensational and the most interesting four cinemas in the whole world." Find out why in our next issue.

* * * *

Every theatre in the Famous chain has an interesting anecdote or two. Next issue, we bring you a couple from the Towne Cinema and the newly re-opened Runnymede Theatre in Toronto.

* * * *

Thank you Famous employees for your overwhelming response to TCL's "Name the Restaurant" contest. And thank you for the warm wishes you included with your entries. Look to our next issue for results!

* * * *

Starting with our next issue "Showmen in Action" will spotlight our managers' promotional campaigns.

* * * *

In addition, we'll have more pictures, sports news, people news, managers news and keep you up-to-date on company activity.

* * * *



"Sitting Pretties." Faika Barsoum, Bertha Henderson, and Margaret Kao of Accounting.



One picture is worth a thousand calories.



"Holding it in." We don't mean the beer. Michael Taylor of Film Settlement with Jack Bernstein, Senior V.P.



Bea Tinney of E.D.P. explains the intricacies of film production to George Anthony and Bob Meneray of FP Film Corp.



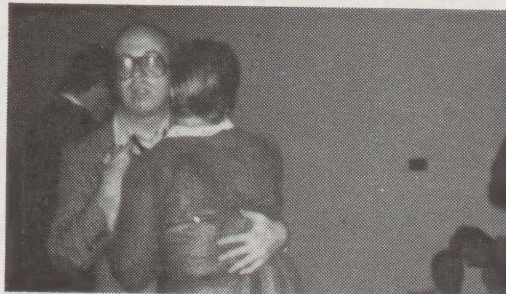
"Dancin' With the Boss." Joan McCulloch shuffles with Ray Mercurio, V.P. and Treasurer.

Christmas @Head Office Style

photos by
Eliza Palaroan



"Mingling and Drinking." Florence Van Heek, Purchasing, Bud Barker, retired Director of Advertising, Jack Bernstein, and Gay Spooner, Advertising.



"Getting Late." Russ Dudley, Head of E.D.P. holds up Audrey Hogan, Accounting.



"Posing." Harry Vowles, Print Shop, Bea Tinney and Len Bishop, retired Toronto manager.



"Mysterious Hand." Dhiru Maru of Audit and Dennis Ruprecht of Film Settlement are hypnotized by undecipherable paw while retired employee Fred Masters takes time out to give us a big smile.



"Singing." Trio of ad men Don Watts, Bud Barker and Ross Chapman entertain Eural Smith, tearoom attendant.



Cliff Narbey, our *sauve* Director of Finance, doing his stuff with unidentified partner.

FAMOUS NEWS is published every two months by the Advertising Department of Famous Players Limited in the interest of Famous Players employees and associates from coast to coast. Any material for this magazine should be submitted to the editor's attention type-written and double-spaced. We reserve the right to edit for grammar and considerations of space. Black and white photographs accompanying articles would be most appreciated. Address correspondence to: The Editor, Famous News, 146 Bloor Street West, Toronto, Ontario, M5S 1P3, Telephone: (416) 964-5964.

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To paraphrase the immortal Shakespeare:

"All our world's a stage,
And all the men and women
'Famous' Players."

editorial

• This first issue of FAMOUS NEWS marks the beginning of a new service to Famous Players employees — your own magazine!

Well...perhaps not exactly a "service" in the strictest sense of the word because it is going to require some legwork from you.

The purpose of FAMOUS NEWS is to circulate news about our company within our company, which is no easy task. With over 4,500 employees scattered in regional offices and 224 theatres across Canada, (not to mention staff in Gatlinburg, Niagara Falls and Seattle) nothing short of a hoard of reporters planted in each location can provide us with the news we need.

So, we're asking you to be our sources of information; to be our

reporters. In fact, we're "telling" you, (nicely, of course) because without a group effort, a house publication like FAMOUS NEWS will not go far. We want our magazine to transcend Head Office in Toronto where it is presently anchored. Our channel of communication is officially open - FAMOUS NEWS is it!

Call us, telex us, write us, send us your pictures. Drop by and visit us when you're in town. Let's get to know about each other in print. Use this first issue as a prototype but let's do it one and two and 50 times better.

There's a special place for all of you in FAMOUS NEWS. ●

M.T.

family album

Send us black and white pictures of yourselves, your families, your employees, etc. for our FAMILY ALBUM. A note explaining the photo would be appreciated.



Patrons at the Capitol Theatre in London may think they are experiencing double vision, but what they are really seeing are Penny and Kathy Karas, identical twins. The pair was hired by manager Larry Greene who admits he still has difficulty telling them apart.